

**REMARKS**

The claims have been amended along the lines suggested by the Examiner in the Advisory Action mailed May 17, 2006. The Examiner's assistance is appreciated.

Turning to the art rejections raised in the previous Final Action, and considering first the rejection of claims 1, 3, 7, 13 and 15 as obvious under 35 USC §103(a) over Wilkins, US Patent No. 5,446,919, in view of Dedrick, US Patent No. 5,717,923. Applicant's independent claims 1 and 13 require using the same channel frequency for displaying the automatically selected commercial message. Wilkins teaches using multiple channels, broadcasting each commercial message on a separate channel and changing channels to allow the viewer to see the selected commercial message (col. 9; lines 16-27; col. 11, lines 20-48). Dedrick fails to supply the missing teachings to Wilkins. Dedrick is cited by the Examiner as teaching a system that allows a user to enter personal attributes, and is acknowledged as so teaching. However the teaching of using the same channel frequency to display selected commercial messages missing from Wilkins also is missing from Dedrick. Therefore no combination of Wilkins and Dedrick can achieve or render obvious Applicant's claims 1 and 13, or claims 3, 7 and 15 which depend on claims 1 or 13 as the case may be.

Turning to the rejection of claims 2, 4, 6, 8, 14 and 19 under 35 USC §103(a) as obvious over Wilkins and Dedrick, and further in view of Wachob, US Patent No. 5,155,591, claims 2, 4, 6, 8, 14 and 19 depend directly or indirectly on claims 1 or 13 as the case may be. The deficiencies of the combination of Wilkins and Dedrick vis á vis claims 1 and 13 are discussed above. Wachob also fails to supply the missing teachings. Thus, no combination of Wilkins, Dedrick and Wachob would achieve or render obvious claim 1 and 13, or claims 2, 4,

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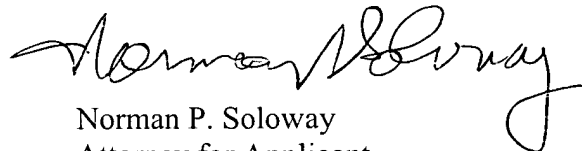
6, 8, 14 and 19 which depend directly or indirectly thereon, as the case may be. Thus, Claims 2, 4, 6, 8, 14 and 19 are patentable for the reasons discussed above as well as for their own limitations.

Having dealt with all the objections raised by the Examiner, the Application is believed to be in order for allowance. Early and favorable action is respectfully requested.

Form PTO-2038 in the amount of \$910.00 for the RCE fee and the Petition for a One Month Extension of Time fee accompanies this Amendment.

In the event there are any fee deficiencies or additional fees are payable, please charge them (or credit any overpayment) to our Deposit Account Number 08-1391.

Respectfully submitted,



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**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: MAIL STOP RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on June 6, 2006, at Tucson, Arizona.

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